

LEO BURNETT COMPANY, Inc.

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## A different new pipe tobacco called Field & Stream

*No other pipe tobacco ever got so popular so fast.*

New Field & Stream pipe tobacco is barely a year old, and already it's a well-established brand. Pipe smokers have taken to its autumn day aroma in a big way.

In fact, no other pipe tobacco ever got so popular so fast.

### WHAT MADE FIELD & STREAM SUCH A SUCCESS?

Field & Stream is different. In flavor, cut and aroma!

The taste comes from a new aromatic blend of choice Burley and Bright tobaccos—a naturally smooth combination that doesn't skimp on flavor. The aroma is uniquely masculine. It's an outdoor kind of aroma that may remind you of an autumn day in the woods. The special "open-air" cut of plugs and flakes lets more air circulate in the bowl, so the smoke stays comfortable and cool.

### IMPORTANT ADVERTISING WILL CONTINUE

Many more pipe smokers are finding out about Field & Stream every day through advertisements in Popular Science, Sports Afield, Outdoor Life, Popular Mechanics, Mechanix Illustrated, American Legion, True, Argosy, Grit, and Field & Stream.

**STOCK UP NOW.** Hard-hitting advertising is creating new Field & Stream smokers daily. Be sure your retail customers are ready to supply the demand. For extra profit for you and your customers, sell Field & Stream, the different new pipe tobacco.

**Philip Morris**

